



# Census CounterParts

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*Dedicated to improving the quality of communication to all Census employees*

## Census Employees Receive Hammer Awards

Census Bureau employees were noted and “counted” among the distinguished government employees when Hammer Awards were given out this year. Bob Stone, project director of Vice President Al Gore’s National Performance Review, told Census Bureau employees, “It’s a real kick to talk to such a high-visibility group.”

The Hammer Award is presented to teams of federal employees who have made significant contributions in support of reinventing-government principles. The award is the vice president’s answer to yesterday’s government, when a hammer might cost \$400, and to his commitment to “build a government that works better and costs less.” Fittingly, the award consists of a \$6 hardware-store hammer, a ribbon and a note from Vice President Gore, all in an aluminum frame. About 600 hammer awards have been presented to teams comprised of federal, state and local employees and citizens who are working to build a better government.

At the May 14 ceremony in the Census auditorium, the Department of Commerce Acquisition Concept of Operations or CONOPS project, which tested a new streamlined acquisition process, received a Hammer Award (see the December 1996 *CounterParts* article).

CONOPS is a business process re-engineering model designed to make the acquisition process more timely and efficient, as well as responsive to customer needs — from the recognized need for goods and services that achieve program objectives to contract closeout. The project demonstrates how to spend the government’s money better.

In her remarks, Director Riche spoke about the significant change in the way acquisitions are now being handled under this project. “It meant the acquisition folks forming a partnership with the program people to work as a team and not do things separately as in the past,” she said.

Deputy Director Brad Huther spoke of the accomplishments of the three teams, a

total of 32 people, who were recipients of the award:

- The laptops projects team is required to maintain an inventory of laptop computers to fulfill Census Bureau field data functions. Under CONOPS the laptops projects team conducted a complete solicitation from the project agreement stage through contract award. The total estimated value of this acquisition was \$50 million spread across fiscal years 1997 to 2000. The team conducted the acquisition, from start to finish, in a record 18 weeks.
- The Data Access and Dissemination (DADS) project team sought a systems integrator. This vendor would provide hardware, software and other support required to develop DADS prototypes and a production system. The team awarded a contract to IBM on April 25, 1997. The total contract value is estimated at \$35 million.—*Continued on page 6.*



*Director Riche accepts Hammer Award from Bob Stone*

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## From the Desk of our Director

### Census 2000's Success Depends on Strength of Our Partnerships

Partnership is the first, and probably most important of our four strategies for Census 2000. As I tell the many people I meet with, the Census Bureau is a government agency in Washington, DC, and 12 cities (plus Jeffersonville and the three phone centers). We can't possibly know the resources or the needs of the nation's thousands of communities the way local governments or community groups do. So we can't accomplish our goals for Census 2000 alone — we need partners.

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This summer I will be visiting with prospective partners across the country. I'll try to persuade them to join with us as partners to make this the best census ever. I'll describe the importance of an accurate census to them, their constituents and their communities. And I'll seek their ideas so that together we can come up with a good plan — a plan that is a true partnership where both partners contribute and both benefit from their work together.

This summer's meetings build on the two national conferences held this spring: the

National Conference of Governments on Census 2000 and the National Conference on Census 2000 Partnerships.

The first was a two-day conference attended by 65 officials from a broad range of towns, cities, counties, states, their national umbrella groups and American Indian communities. That conference was covered in the June 1997 issue of *Counterparts*.

The second was a conference for representatives of foundations, unions, trade associations, policy groups, educational organizations, religious organizations and community action and advocacy groups.

What we learned from these potential partners was:

1. Start now. There's much to be done and forging effective partnerships takes time.
2. Continue the exchange of ideas at the regional and local levels. Conduct regional meetings and carry the partnership message to local affiliates.
3. Don't reinvent the wheel — organizations have existing ways to communicate with their constituents. Use them.
4. Give prospective partners the details they need: time lines and specific activities.

5. Give prospective partners materials they can easily use: the logo, articles, fact sheets.

These groups are rich in local knowledge and experience. We hope to learn from them and enlist them in our census campaign.

The bottom line is that we need organizations like these to ensure real grass-roots participation in the census.

Some of the ideas that came out of the National Conference on Census 2000 Partnerships

- Give students community-service credits for helping with the census.
- Use incentives such as phone credits or class tuition for census temporary workers.
- Involve teachers of English as a Second Language in promoting/explaining the census.
- Put computers in malls to provide access to census data through DADS.
- Build interest in the census with a "Countdown to the Census" or a "Hands Across America" event. ■■

## EPA Awards to Census Employees

Two Census Bureau employees have been awarded bronze medals by another agency because of their work in an inter-agency effort.

"It was somewhat unusual and a total surprise" said Paul Manka, a bronze medalist in the Geography Division, who along with Larry Carbaugh, a silver medalist in the Administrative and Customer Services Division (ACSD), received their second medals from the Environmental Protection Agency (EPA) for their contributions to the LandView II project.

Both Manka and Carbaugh received a team award that included EPA folks as well. "Partnership is when everybody contributes," said Manka.

Carbaugh was instrumental in getting the project off the ground and was responsible for getting the support and funding to get the product created. He also prepared the groundwork for the partnership between the Census Bureau and EPA. "It was a perfect fit" he said, "Census needed a way of producing maps displaying 1990 census demographic and geographic information and the EPA needed a geographic and demographic framework for presenting their environmental information." Once the product was released, Manka was a key member of the Geography team that provided the technical support for LandView II.

The award, from the EPA's Chemical Emergency Preparedness and Prevention Office, says the two Census Bureau employees were recognized "for creative efforts in implementing LandView II, which has had dramatic, cost-saving and widespread impact across both public and private sectors."

Both Carbaugh and Manka were members of the former Data User Services Division. Manka moved to Geography in the fall of 1995, and Carbaugh went on to ACSD. LandView II was produced in 1995. The award reflects their efforts in getting the product out and promoting its use.

LandView II is a PC DOS mapping program displaying EPA-regulated sites, the TIGER mapping database and demographic and socioeconomic information from the 1990 census. Manka explained

that LandView II gives data users the ability to create maps using the TIGER/Line® files. They can create customized maps that show census statistical areas down to the block group level along with detailed street patterns and other map features. Those working on research projects that require pinpointing an area can use this product to determine in which census tract or block group their study area is located. For example, many local child care providers are currently using LandView II to determine whether they are located in a high-poverty-level block group. Doing so qualifies them for additional reimbursement from the Department of Agriculture's school lunch program. As a bonus, the product provides some basic decennial data as well and creates summaries of these data for a user-specified radius around a point. These summaries are particularly useful to local community groups, such as churches or schools trying to estimate the demand for services such as child care, meals-on-wheels and other programs.

In addition, the maps show areas that are of interest to the environmental community — locations of hazardous waste sites, waste-water treatment plants and air-quality monitoring stations. This allows EPA to share with the community the information in mapped form concerning hazardous waste sites in their communities together with population characteristics such as age, race and family income.

"Public interest and citizen activist groups can now, on a relatively small budget, bring to various public hearings, mapped studies that relate to, say, putting an incinerator in a certain neighborhood," Manka said.

Specifically, with LandView II, users can view EPA and Census Bureau information within various geographic areas, including States, Congressional Districts (104th), metropolitan areas, counties, cities, Indian reservations, census tracts and census block groups. Users can also display, search for and identify map objects and locations. They also can choose and thematically display information or identify population characteristics for any radius around a point. LandView II allows users to print custom maps and reports. "There seems to be a trend — users want to see data mapped," Manka said.

Sales of LandView II CD ROMs have been increasing, according to Customer Services. A preview of what is on the CD-ROM is available on the Census Bureau's TIGER page <<http://www.census.gov/geo/www/tiger/>>, which links to an EPA-sponsored Internet site that allows you to download LandView II for a county — sort of a "try before you buy" arrangement. In addition, the databases created for LandView II provided the framework for the Census Bureau's TIGER Map Server and U.S. Gazetteer, two popular Internet applications.



*Paul Manka and Larry Carbaugh*

## The Changing Food Scene...



*Taking food from steamer  
Jeanette Patrick, line server*



*Brenda Martin, cashier*



*Louis Gaither does "all-around" chores*



*Larry Thompson, store room manager; icing counters*



*Floral fountain at front entrance*

## ... at the Census Cafeteria

"We serve 1,400 to 1,500 customers a day," says Margaret Arrington, food service director of the Census Bureau cafeteria. "That includes both breakfast and lunch. Over 700 customers come for breakfast alone."

The favorite dishes by far are the veal parmigiana, fruit plates and the custom hot pasta dishes. The busiest times in the cafeteria are 11:30 a.m. to 12:30 p.m. Arrington has made some

changes since she took over as director last year. (She has 32 years of service with Guest Services, and the Census Bureau, she says, is a fine place to work.) Arrington added the smoke house and the hot pasta dishes and has made the cafeteria more attractive.

"We feature a strawberry festival ... prepare special dishes for Black history month. We have an Italian festival ... make special dishes for the Chinese

New Year ... make healthy dishes for the "Stay Young at Heart" commemoration, in addition to preparing special foods for holidays like Thanksgiving and Christmas," Arrington said.

She added, "Customers are more concerned with health and diet these days, and we reflect that in our menu choices. We have increased the variety of salads and vegetables considerably." ■



*Teko Williams, cashier, serving pasta*



*Norma Johnson, deli server, slicing meats*



*Customer at salad bar*



*The Strawberry Festival*



## A REPORT FROM THE REGIONS Dallas in the Spotlight

### Dallas Region Faces Diversity, Mushrooming Population

by Ken Eppes (Dallas RO)

Ever-changing demographics not only have affected the data generated by the Dallas region, but have changed the shape of the region itself.

Explosive growth in several metropolitan areas and along the United States-Mexico border resulted in the Dallas region covering a wider share of the population. To balance the load, Arkansas and New Mexico were turned over to other regions on April 1, leaving Dallas with Louisiana, Mississippi and Texas.

The region has no shortage of diversity, with three of the nation's 10 largest cities, plenty of wide open spaces and remnants of the "Old South." Texas vibrates with a Hispanic beat. A million and a half Hispanics are 5 years of age or over and "don't speak English very well." African Americans comprise a third of the Louisiana and Mississippi populations. Diverse ethnic groups inhabit the cities and towns, with Texas boasting the fastest-growing Asian and Pacific Islander population in the country.

Areas such as suburban Dallas and the Rio Grande Valley are growing so fast, even the quickest cartographers can't keep maps up to date.

The challenge to the Dallas region is enough to shake even the bravest souls, but our personnel are well-prepared. Census Quality Management implemented in

a building-block approach since 1991, has engaged every member of the RO staff in strategic planning and implementation. The program has prepared staff to handle new realities, such as a downsized clerical staff and Computer Assisted Personal Interviewing.



*Ruby Williams*

Hard-working field staff, like senior field representative Ruby Williams of Houston, ensure that the RO receives accurate data. Williams began with the Urban Employment Survey in 1968. It ended just in time for her to work in the 1970 census. From there she went on to CPS and a raft

of other surveys, including SIPP, NCS, CPS, SPD and ACS.

Being a team leader for SIPP, NCS, CPS and ACS keeps her traveling throughout the region. Though considered a part-time employee, her work in the various surveys keeps her busy full time.

"I like working with all different kinds of people," Williams said. She considers her fondness for people her greatest strength and the factor that has made her job enjoyable. She likes the flexible hours and the diversity of work settings. Ruby has been to elite high-rises and what she terms "drug-infested" neighborhoods. "I've been kind of blessed," she said. "No one has ever attacked me or pulled a gun on me."

In 1989, Williams received the Census Bureau's Award of Excellence. She's had good fortune outside work as well, once winning \$5,000 in the Texas State Lottery. She buys lottery tickets in every town she visits.

Two daughters and five grandchildren take up much of Williams' time. She also is active in her church and enjoys gardening, and collecting antiques and African art. At 62, Ruby has no plans to retire. She looks forward to working her fourth decennial census in 2000 and promises she'll stay with the Census Bureau, even if she wins big in the lottery. ■

#### *Census Employees Receive Hammer Awards—Continued from page 1.*

- The Geography database-updates project team has been charged with the quick and accurate updating of the TIGER data base (a nationwide geographic and cartographic spatial database that links address ranges, ZIP codes, geographic location codes and many other types of data to street segment sides, that is, one side of a street between two adjacent intersections). The team has been conduct-

ing an acquisition process to meet these objectives and anticipates awarding a contract in July.

Huther extended words of appreciation to the three project teams. He thanked each of the teams for their professional dedication to the pilot project program that tested the new streamlined acquisition process.

In addition to honoring members of

these project teams at the Census Bureau, a government-wide Hammer Award was presented at the General Services Administration to Barbara Sherry, head of the Census Bureau's Travel Office, for her part on the government-wide Travel Management Improvement Project team. The team identified regulatory and statutory obstacles to streamlining and improving federal government travel policies and practices. ■

## Congressman Frank Featured Speaker at Census Bureau's Gay, Lesbian and Bisexual Employees Program

"Equality through visibility" — the theme for the month long commemoration of the gay, lesbian and bisexual awareness month at the Census Bureau was evident in the remarks of Congressman Barney Frank at the June 16 program in the Hansen auditorium.

"In an ideal world we wouldn't be here ... sex orientation should be irrelevant," the congressman said. His hope is that in 15 years from now programs like the one at the Census Bureau will be a quaint reminder of the way things were.

Congressman Frank said a prejudiced world just doesn't become an unprejudiced world overnight. Nevertheless, he cited examples of how things have improved. For example, before 1993 events

such as the Census Bureau's did not happen in government. He debunked the rationale that gays and lesbians should conceal the truth about their sexual orientation once they are hired.

"They want to be honest, and the option of keeping it quiet and being honest doesn't exist," he said. "In any 48-hour period you need to talk about your personal life, such as, 'what are you doing this weekend and are you married'?"

Congressman Frank said that other groups don't have this difficulty.

The program also included a talk by Stuart Michaels of the National Opinion Research Center at the University of Chicago on "Hard to Measure Populations: Survey Research and Gay, Lesbian and Bisexual



Populations" and a musical presentation by the Ensemble of Lesbian and Gay Chorus of Washington. ■

## Where Have All the Computers Gone?

In case you haven't heard, all of our main frame computers have gone away, far, far away — well not that far, really.

The centrally maintained computer systems and most of the Computer Services Division have moved to new quarters at the University of Maryland Science and Technology Center in Bowie, Md. The state-of-the-art facility, a one-story structure, with 11,200 gross square meters, and 7,595 square meters of occupiable space, will greatly facilitate the work on Census 2000.

The consolidation, relocation and planning of this project, a yearlong effort to move all computer platforms from the Suitland and Charlotte, N.C. computer centers is now complete. From an end-user point of view, the moves had little impact. However, from the many months of planning down to the minutest detail, to the approximately 40 straight hours worked by some vendor personnel to the many hours spent by census staff, the move was a major happening.

A total of three weekends were used for the actual move, but the year-long planning process had to consider customer

close-out processing dates, deinstallation, packing, transportation and reinstallation of the computer systems. Once the hardware was installed in Bowie, vendor and Census staff had to ensure the hardware

was still functional, reinstall software, ensure no customer data was lost and test communication links with other systems, as well as communications to Suitland. ■



Check the Census Bureau Intranet, (<<http://cwww.census.gov/>>), click on "Bowie Computer Center Move" for evolving scenes of the move.

# Random DATA

- Ways to live a healthier lifestyle are coming to the Suitland Federal Center! GSA has contracted to build two basketball courts and two tennis courts on the former site of the Naval Intelligence Center, Building 1 located between FB-3 and the new Metro site. The courts will be built on a portion of the parking lot originally designated for the Inaugural Committee. They are expected to be completed by July 4. More details about the availability and use of the courts will be issued at a later date.

In addition, three horseshoe pits were built at the site. Horseshoes are currently available at the pits for employee use.

Please contact Arnold Milburn or Larry Carbaugh via e-mail or at 301-457-2244 if you have questions about the new courts.

Also, stay tuned for news of a proposed fitness center.

- Carmen Campbell, ACSD, has done it again! (See "Meet a Champion Bowler" *CounterParts* 12/96). Campbell represented the state of Maryland in May at the International Senior Olympic Games in bowling in her age category and won a gold medal. "My set was 631— in bowling parlance for women my age, that is pretty good. The competition was great, the 'Parade of Athletes' — almost 11,000-strong — was an exhilarating experience, and we're going to Disney World in 1999," said Campbell.
- Two important new reading initiatives are getting under way as part of our current Partners-In-Education program. One program occurs this summer and needs volunteers to read

stories aloud to kids as part of a "Summer Playground" program. That's pretty much a one-time thing (one lunch period is all it takes). All the schools are within 10 minutes of the Census Bureau.

The other program — which plays into President Clinton's education goals — will occur in the fall and asks specifically for one-on-one tutoring volunteers to work with children in grades 1-3. That would be a one hour per week commitment during the entire school year. Again, the schools are located near us.

Please contact Cheryl Chambers (MSO) via e-mail or at 301-457-4081 or Yvonne Green (HRD) at 301-457-2348 if you're interested in either program or if you know someone who might like to get involved. Census retirees/alumni may also participate. ■

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Please send your comments and suggestions; or a story that you would like to appear in *CounterParts* via phone or electronic mail to—

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*LaVerne Collins, chief, Public Information Office (second from right), represented the Census Bureau at the United Nations Economic Commission for Europe, "Work Session on Statistical Output for Dissemination to Information Media," in Ottawa, May 12-15.*